

Fenway Community Health



“Using Convio, we now not only update our Web site regularly and send timely email communications, we also synchronize our online and offline data so that we can better target fundraising and marketing communications to the right people for optimal response.”

— Philip Finch, vice president, development and communications
Fenway Community Health

About Fenway Community Health

The mission of Fenway Community Health is to enhance the physical and mental health of its community, which includes those who are gay, lesbian, bisexual, transgender, the people who live and work in the organization’s neighborhood, and beyond. Fenway provides high quality, comprehensive health care in a welcoming environment. The health center seeks to improve the overall health of the larger community, locally and nationally, through education and training, policy and advocacy, and research and evaluation.

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> Staff had little experience using the Internet as a strategic communications channel, but knew the online medium had great potential for fundraising and marketing Web site was hosted for free, and the organization did not have the ability to make instant or timely site content updates Site template was limited, and architecture or navigation changes were costly and time-consuming Had no way to capture email addresses except through postal mail, limiting the organization’s ability to save mailing costs by using email communications 	<ul style="list-style-type: none"> Selected Convio for Web content management, email and online fundraising capabilities Solution includes easy-to-use, but powerful online tools that staff members can use to make frequent Web site updates Sends monthly email newsletter to employees, and created password-protected staff-only Intranet site Uses Convio email and event capabilities to manage black tie fundraising dinners Sends email invitations to smaller fundraising events Uses Convio DataSync to update offline Blackbaud’s The Raiser’s Edge® database and Convio database so they are always current 	<ul style="list-style-type: none"> Has paid for annual costs of Convio software and services through cost-savings of moving from print/postal mailings to electronic mailings Grew email address file by more than 3,000 in about 18 months Now able to communicate with constituents immediately with timely, relevant information Automated manual tasks, freeing staff time for work on fundraising Updates Web site content almost daily, and has dramatically increased general traffic to Web site Now uses offline data to help target online donor programs and appeals

The Convio Difference

Designed to meet the unique needs of nonprofit organizations, Convio’s integrated software suite includes products for fundraising, advocacy, events, ecommerce, online community, Web content management and email communications. All products include Constituent360™, a sophisticated online database that centralizes constituent data and integrates with offline databases. It shares data about all online interactions, ensuring you have a complete view of each constituent, which is critical to effective online programs.



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